conventional type used in the broadcast industry. In the example of Figure 1, the automation engine 105 essentially plays content, such as a list of tracks. In the example of a radio station doing a live broadcast, the automation engine 105 is under the control of a disc jockey and provides an output signal 110 which may be, for
5 example, an audio signal, which alternatively may be a video signal, or a combined audio and video signal, or other combined streams of multiple media types. For the sake of simplicity, the discussion hereinafter will focus on distribution of an audio signal, although it is to be understood that the implementation may be for any stream of one or more media types. In addition, the automation engine also typically
10 provides a break signal, commonly referred to as local insert break, or LIB, which signals that a LIB is impending. In a typical arrangement, the disc jockey is given a range of times within which to schedule a LIB, although the exact moment of that LIB is a matter of discretion. However, upon determining to take a break from programming, the automation engine causes a signal to be generated slightly in
15 advance of that LIB and delays the actual initiation of the break accordingly.

The output signal 110 is then fed through an encoder 115, which converts the signal 110 into a digital form and packetizes it for distribution over a digital network such as the internet, a local area network, a wide area network, or any other suitable form of network capable of handling digitized audio or video data. In a typical
20 arrangement, the encoder will compress the audio information in any suitable manner, such as MP3 or MPEG, although other approaches will be acceptable in at least some implementations, and will output the content as a streaming media signal 117. In the instance of the internet, the encoder 110 will typically supply the encoded packets to a network access point (NAP) 119 through which access is gained to the
25 internet backbone 120. Although in a preferred arrangement the distribution over the internet is achieved through a multicast protocol, a multicast approach is not required in all instances. For example, a unicast split stream approach may be used; the particular arrangement is not critical to the present invention. In a typical arrangement, however, the content may be distributed at least regionally and more
30 probably nationally or globally, so that users in many locales can receive the content.

In a typical internet implementation, a plurality of edge 125 servers are located on the edges of the backbone 120, which for purposes of the present invention are streaming media servers. Such edge servers are well known within the industry, and may be provided by any of a multitude of service providers including Akamai, iBeam
35 and others. Such edge servers provide a variety of functions, one of which might be conversion of a multicast signal to a unicast signal, if the multicast protocol was used. In addition, also located on as least some of the edge servers is software identified